

Spotlight Country: Brazil

DEMOGRAPHICS

Geographic area: 8,358,140 sq. km.
Population: 206,077,898
Below 24 yrs. old: 40%
Refugee population: 3,458
Urban population: 83%
GDP/capita: \$4,731
Unemployment: 9.3%
Below poverty line: 21%

COMMUNICATIONS AND LITERACY

FH Media Freedom: Partly Free
Internet users/100 people: 21
Mobile phones/100 people: 46
Literacy: 102%
Avg. years of education: -

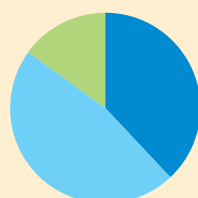
PUBLIC DIPLOMACY SPENDING

D&CP Total FY13 Actual: \$7,656,696 FY14 Actual: \$8,104,820 FY15 Actual: \$5,933,205

Total Reported FY13 Actual: \$20,537,741 FY14 Actual: \$9,537,682 FY15 Actual: \$6,660,478

(Total reported funding for FY13, FY14, and FY15 cannot be compared directly due to delays in reporting from long program cycles.)

Total PD Spending by Theme

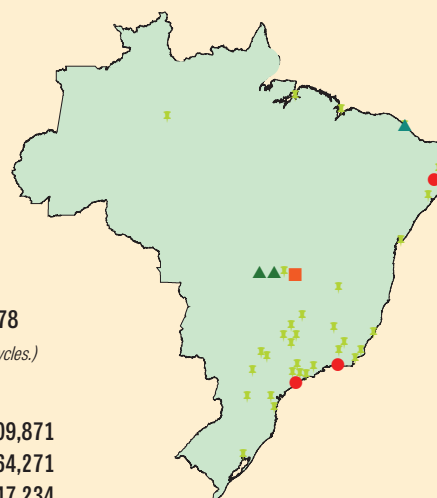


Piechart Key: PD Spending by Theme

Culture, Democracy, Education, Civil Society, Economics, Women, Science, Youth, Military, Religious, CVE, Other

Top Spending by Activity

Support for Mission Initiatives \$1,109,871
Evaluation \$864,271
Cultural Programs (Post Generated) \$747,234
Other \$501,224
Media/Press Activities \$431,630



Map Key

Embassy, Consulate, American Space

RECOMMENDATIONS:

BEST PRACTICE: Impactful engagement with youth and alumni: The U.S. mission in Brazil manages programs that ensure a strong network of youth and alumni stay connected to the United States and to each other. Of particular note is the 15-year-old Youth Ambassadors program and brand that have become “status symbols” and moments of opportunity for Brazil’s non-elites. It has tapped into an enormous well of enthusiasm among the Brazilian public to connect with the United States. In sum, there are roughly 10,000 Brazilian alumni of all USG programs who promote U.S.-Brazilian shared values, especially the environment, social inclusion and education. Through 25 chapters, they conduct dozens of volunteer activities and meet at an annual summit. The mission is exemplary in its ability to stay connected with these influencers while also ensuring they stay active and connected to each other.

STRATEGICALLY USE PAS BRASILIA FOR GLOBAL PRIORITIES: Because of its size and strategic importance, Brazil is a priority country for many foreign policy issues. The PAS is often contacted by multiple bureaus and offices within the department in order to promote their specific issues and/or amplify information campaigns to Brazilians, even though the issues may not resonate with Brazilian audiences or be the most strategic use of U.S. government time

and resources. It is critical that the department works with bureaus and office in a more targeted way to prioritize foreign policy objectives to appropriately target the countries with campaigns and initiatives that will have the most strategic policy resonance in advancing our objectives.

INCREASE TRAINING OPPORTUNITIES FOR LOCAL STAFF: The local staff has sought training modules that are sometimes not available at the Foreign Service Institute, especially as it pertains to creating cutting-edge digital and video content. Training is a way to signal that our local staff members are valued and we strongly recommend more flexibility in how we deliver training opportunities to them.

INCREASE RESOURCES FOR PAS RECIFE: While the U.S. mission in Brazil is well resourced, it is important to keep in mind that each of the posts we visited serve upwards of 30 million Brazilians. Specifically, Recife has only one officer post and two local staff to serve 40 million Brazilians in a geographic area as large as France and Germany combined. There will be an opportunity to right size the staffing at the Consulate when they move to a new building in 2018. An increase of two local staff and another FSO should help to fortify the post so that multiple opportunities for growth can be leveraged.

OVERVIEW

Despite Brazil facing its worst recession since 1901 and high political uncertainty due to the ongoing suspension and impeachment trial of President Dilma Rousseff, PAS Brasilia has worked actively to advance its relationship with the government on regional and global priorities and to maintain an active public diplomacy presence to support the U.S. mission. Brazil is a growth market for U.S. ideas and goods and Brazilian officials, business professionals and youth seem to actively look for increased global engagement as a way to bolster its economy and to bring renewed growth and international standing.

Brazil is the second largest country and economy in the Western Hemisphere, yet it accounts for less than 2 percent of global trade. The Government of Brazil has sought increased interaction and training through international educational opportunities for its citizenry, recognizing that fundamental to the most basic requirements of entering the global economy and international political leadership is the acquisition of English language skills at all levels of society. The Brazilian emphasis on education and English language training has further opened the door for U.S. public diplomacy efforts.

ACPD found efficient, creative and enthusiastic public affairs teams in Brasilia, Rio de Janeiro and Recife who are led by a strategically minded and dynamic Country PAO in Brasilia. The U.S. Ambassador also sets a strong example of the role PD plays in advancing U.S. mission goals, taking an active part in the Youth Ambassadors program and alumni network, among other programs. Collectively, the mission is well positioned and eager to take up the challenges of Brazil's needs and capitalize on the opportunity to extend U.S. influence.

While the U.S. mission in Brazil is relatively well resourced with a \$5.933 million base budget in fiscal year 2015, it is important to keep in mind that each of the posts we visited serve upwards of 30 million Brazilians and the American and local staff are constantly engaging in order to maximize their outreach. In some of the consulates, especially Recife, additional staff could support the current workload.

PD GOALS AT THE U.S. MISSION IN BRAZIL

As a whole, the U.S. mission believes that public diplomacy is a force multiplier for goodwill in Brazil. Even during times of political controversy, the Brazilian and American people maintain strong ties. As was mentioned to the ACPD delegation several times, the Brazilian people often feel more affiliated with the United States than with their South American neighbors.

Public diplomacy for the U.S. mission in Brazil is incorporated into five primary mission goals: work with Brazil on shared policy priorities through global partnerships; expand economic integration; promote understanding of U.S. government policy and American values; build

partnerships for U.S. citizen's security; and advance science, technology and innovation. To meet these goals, the PAS focuses on four strategic areas: education, English language instruction, preferred partners (binational centers, universities) and alumni development.

A creative and forward leaning mission-wide information team amplifies public diplomacy and U.S. government initiatives in Brazil. The information team, which includes multimedia and social media, are a case study in best practice in producing tailored local content for digital platforms and engaging Brazilian audiences online.

With education, the mission focuses intently on its partnership with the Brazilian government, which views the United States as its preferred educational partner for Brazilian universities and institutions. The Science Without Borders program (explained below) was a prime example of this relationship. The English language is seen as a tool for economic and social empowerment and English-language programs are therefore an entry point to recruit Brazilians for educational, cultural and other public diplomacy programming. Last, the mission believes that alumni relationships are essential to develop and galvanize a network of third-party validators who advocate and promote American values and U.S. mission goals. It therefore maintains an impressive network of 10,000 alumni nationwide.

EDUCATIONAL OPPORTUNITIES:

[Science Without Borders](#), [Fulbright Commission](#), [EducationUSA](#)

The Brazilian public is eager to engage with the U.S. through educational exchange programs. The introduction of educated and charismatic Brazilian youth to American culture and values portends a continued development in ties between Brazil and the United States. Students return from their experiences in the U.S. intent on bringing the research and development opportunities found at American universities to their own educational institutions. Below are three specific educational exchange programs—the government of Brazil's Science Without Borders program, the robust engagement of Brazilians in the Fulbright Commission and EducationUSA—which prepared Brazilian students to study in the United States.

- **The Brazilian Scientific Mobility Program (BSMP):** As Brazilians looked to adapt, but not abandon, their economic model, they initiated an unprecedented effort to send students abroad for training in science, technology, engineering and mathematics (STEM) fields. In 2011, the government of Brazil created the Brazilian Scientific Mobility Program with the strong support of the U.S. embassy. According to one high-level U.S. official, the program was “the best investment the Brazilian government

could have made in the U.S.” It was a unique partnership that brought 32,600 Brazilian students to U.S. universities. The program contributed more than \$1 billion to private and public American universities. As the Brazilian Education Ministry readied students for study abroad, they realized that academic (and basic) English language skills were sorely lacking. PAS Brasilia worked with their partners in the Ministry of Education, federal universities, 48 binational centers and the Fulbright Commission in Brazil to develop an English outreach program that prepared these Brazilian students. While the BSMP concluded in 2016, it served to broaden the impression of future Brazilian leaders about the United States and considerably increased the number of students who had experiences with and could promote studying in the United States. The sharp, 78 percent increase of Brazilian students at U.S. institutions (see “EducationUSA” below) could be attributed to the increased popularity of U.S. institutions from this program.

- **Fulbright Commission:** The Fulbright Commission in Brazil is one of the most robust Fulbright partnerships in the world. The government of Brazil contributed more than 50 percent of the cost, with the U.S. contributing \$2.5 million and Brazil roughly \$5 million. There are 160 new grants per year distributed through various modalities, with an equal distribution between Brazilians who go to the U.S. and Americans who come to Brazil. The Commission oversees the doctoral dissertation and post-doc awards, the Humphrey program; Portuguese language training; English language training, the NEXUS program (focused on climate change), the Lusophone project for U.S. specialists (an innovative trilateral initiative), the English Teaching Assistant program; and the U.S. and Brazilian Scholars and Distinguished Chair programs. It also managed non-Fulbright programs such as the Brazilian Scientific Mobility Program in addition to the Brazilian English Teachers Short Term Training Program (PDPI). The Brazilian staff is strong and made up of nine people: an executive director in Brasilia with six staffers, and two personnel in Sao Paulo. The Fulbright Commission is currently working to adapt its approach to adjust to a globalized academic network and they are confident that the Fulbright brand will remain strong

and relevant with generations to come. The Brazilians’ strong embrace of Fulbright, the Commission said, is because it is a brand name that transcends politics, and can fundamentally change perceptions of the United States and Brazil. They defined their biggest success of the program as the strength of its alumni, many of whom hold government positions and distinguished academic ones.

- **EducationUSA:** The U.S. mission manages a strong network of EducationUSA Centers nationwide, which has given information and orientation to 647,000 Brazilian students interested in U.S. higher education institutions.¹ EducationUSA centers help to facilitate these students entry into American higher education institutions by offering accurate, comprehensive and current information on American colleges and universities. They are mainly housed in binational centers (22) and universities (10) throughout Brazil. In the 2014-15 school year, there was a sharp 78 percent increase of Brazilian students studying in the U.S. (from 13, 286 in 2013-14 to 23,675) due to the Brazilian Scientific Mobility Program. The bulk of Brazilian students go to Arizona, Illinois, New York, California and Michigan with the top U.S. institutions being Columbia University, Rutgers University, University of Texas at Austin, University of Massachusetts at Amherst/Notre Dame, City University of New York (CUNY), Emory University and Indiana University. Half of the Brazilian students were non-degree students, while 29 percent were undergraduate students, 17 percent were graduate students and 5 percent received practical training. In addition to supporting potential students, EducationUSA staff also recently created the EducationUSA Academy, a four-week pilot program of intensive study at the University of Colorado at Boulder and the University of Syracuse and now replicated in 15 higher education institutes for Brazilian high school students on how to prepare for study in the United States. Of note is also the Opportunity Grant program that started in seven countries, including Brazil and has been replicated in 55 other countries. This program gives small grants to help high-achieving students of underprivileged backgrounds apply to U.S. higher education institutions. Many of these students go on to win full scholarships.

SOCIAL INCLUSION ACTIVITIES: A priority for public diplomacy strategy in the Western Hemisphere region has been promoting activities of social inclusion. In Brazil, this has meant a specific focus on the favela, or urban populations mostly composed of residents whose families who were once enslaved. The U.S. mission has brought English language instruction and other activities to the favelas as part of their programming to empower these populations, especially in preparation for the 2016 Summer Olympic and Paralympic games in Rio de Janeiro. Several programs from the English Access Microscholarship Program to the Youth Ambassadors program, focus on economically disadvantaged youth has been successful in developing professional skills that will be critical as Brazil develops its economy.

In Rio de Janeiro, the PAS has supported not just English language classes in the favela communities, but also programs that target the most at risk youth. One of those non-profit beneficiaries is Agencia Redes Para Juventude, which supports urban youth in creating and advancing entrepreneurial solutions to local problems. It seeks youth, ages 15–29, who want to mobilize themselves and act on an idea and encourages their political participation. Thus far, there have been roughly 2,700 enrollments in three years and 60 projects have been successfully created. After being selected, the participants attend courses about entrepreneurship and create business plans with professional consultants. It is a promising project that we believe deserves more investment and support.

BRAZILIAN YOUTH AMBASSADORS

In 2003, the United States Mission in Brazil began an integrated English language and exchange program for Brazilian high school students called Youth Ambassadors, targeting on Brazilian public school students between the ages of 15–18 years old with an excellent track record of volunteerism and leadership. It was inspired after the U.S. Ambassador at the time viewed a news report showing Venezuelan youth burning the U.S. flag in 2002. The PAS in Brazil decided then to proactively engage Brazilian youth to build stronger ties with the United States. In 2006, the ECA Bureau formally became involved. In 2010, the program expanded to the Western Hemisphere region. Youth Ambassadors program and brand have become “status symbols” and moments of opportunity for Brazil’s non-elite. It has tapped into an enormous well of enthusiasm among the Brazilian public to connect with the U.S.

In recent years, the Youth Ambassador program has sent 50 students to the United States for three weeks of cultural exchange and study (Note: The ECA Bureau pays for 35 slots and the mission pays for the remaining 15, the private sector also donates money toward program implementation). Approximately 120 Youth Ambassador runners-up are invited to participate in a one-week English Immersion Program in Brazil that focuses on cultural exchange and English learning. Many EIP participants reapply to the Youth Ambassador program and are later selected. At home in Brazil, the students maintain connections with one another and focus on volunteer and other activities. The popularity of the program has been so spectacular that the call for application has generated up to 17,000 candidates. Importantly, this program stands out in its ability to break through geographic and economic barriers, allowing Brazilians the experience of being together in a very positive environment.

ALUMNI NETWORK: U.S.-BRAZIL EXCHANGE ALUMNI (USBEA)

There are roughly 10,000 alumni across the country who

have participated in Youth Ambassadors, English immersion programs, Fulbright, IVLP and many post-generated programs. The alumni stay connected to one another through WhatsApp, Facebook and other social media platforms. The annual Alumni Day is the major calendar event that unite alumni. In addition, an alumni summit, held once every two to three years also brings countrywide alumni together. Yet in 2015, the alumni themselves organized more than 150 events in more than 30 cities, reaching an addition 60,000 Brazilians in-person and scores more via the news media.

There are 25 alumni chapters in the country that focus on promoting U.S.-Brazilian shared values, especially as it relates to protecting the environment and promoting social inclusion and education. The chapters organize community service activities and other events, with roughly 1,000 active alumni. The PAS works to support the network through: identifying and connecting with more alumni via old databases and new social media platforms; encouraging chapters to establish partnerships with local groups —often binational centers, universities and NGOs — to organize events; and meeting regularly with the chapters and through the alumni summit.. Looking forward, post hopes to engage more of the 9,000 alumni members who are not actively involved, especially the professional alumni from Fulbright and IVLP, and boosting engagement and active participation of alumni beyond those of youth programs. Last, the Mission will support activities that work to advance U.S. foreign policy priorities and ensure that the alumni groups regularly network with one another so that as a group USBEA can increasingly become an independent organization.

PD AT THE U.S. CONSULATE IN RECIFE

The PAS in Recife, a coastal town in northeast Brazil, is well synched with both the PAS in Brasilia and the small team at the Consulate. Most PD activities are focused on teaching English given the demand for it among Brazilian youth. The PAS often uses sports activities – American

football, soccer and SportsUnited programs -- to reinforce the U.S.-Brazilian relationship. It dedicated 2015 to celebrating 200 years of a continued U.S. presence in the Brazil's northeast; Recife is the oldest U.S. diplomatic post in Brazil, and the second oldest diplomatic post in the region. Brazil and the United States share many of the same population flows, a colonial past, consequences of slavery, and large landmass and diverse economies. While ties appear to be deepening in the current environment, the depth of the shared history is not widely considered in Brazil or even in the United States. PAS Recife's campaign to promote this shared history has helped to further deepen the ties that surround the relationship.

PAS Recife is charged with engaging a geographic area as large as France and Germany with 40 million Brazilians, with only one American and two local PD staff. There will be an opportunity to right size the staffing at the Consulate when they move to a New Consular Compound (NCC) in 2018. It seems that an increase of two local staff and another FSO would help to fortify the post so that multiple opportunities for growth can be leveraged. In addition, the NCC will be located at least an hour away from the cultural center of Recife. The extra travel time to access the local binational center and other places to engage local citizens will require additional staff and an additional embassy vehicle.

AMERICAN SPACES/BINATIONAL CENTERS

There are 48 American Spaces in Brazil, 43 of which are located inside binational centers (BNC) that work to amplify and expand U.S. public diplomacy efforts considerably. PAS Brasilia works actively to make them into dynamic platforms that engage Brazilians about American culture, society and policy and adapt to the needs of Brazilian youth. Recently, there has also been a focus on supporting the "maker movement" and using maker spaces as platforms to discuss innovation opportunities. The BNCs facilitate EducationUSA fairs, speaker visits, service learning, development programs for public school teachers (using Regional English Language Officer material available online), and are the Mission's partners in the English Access Microscholarship program. It also hosts panel discussions and programs on U.S. foreign policy, culture, science, technology, health, environment, entrepreneurship and innovation, education, American history, democracy, and human rights.

Maintaining a competitive and appealing product for English instruction has challenged binational centers to make their programming more relevant for Brazilians. The adoption of U.S. themes of entrepreneurship, innovation, creativity and problem solving have guided the development of programming that focuses on robotics, coding, communication and storytelling. Given Brazil's ongoing economic crisis, these programs have become even more important and valuable for Brazilian families as they

provide knowledge that can be applied to the job market and open educational doors.

Casa Thomas Jefferson - Brasilia: The Casa Thomas Jefferson (CTJ) network, a nonprofit organization created in the 1960s, has six locations with 17,000 English-language students and had more than 1.2 million visitors in 2015. CTJ also has 15 extension programs in private schools. ACPD visited a CTJ priority space in Brasilia that recently underwent a remodel with the support of the Smithsonian Institute. With further support from the Smithsonian, CTJ has distributed resources to five other BNCs to promote programs in environment, entrepreneurship, STEM and civil society, doubling the reach to 2.5 million Brazilians each year. The staff of CTJ is enthusiastic and is leveraging Smithsonian resources to create online platforms that teach staff how to establish maker spaces and implement other cultural activities. They work to balance programs that are free and open to the public while also charging a fee for other programs, like English language instruction, to be sustainable. In February 2016, a new maker space for CTJ opened across the street from the University of Brasilia.

Instituto Brasil-Estados Unidos - Rio de Janeiro: The IBEU Binational Center is 79 years old and has the core mission of teaching English and promoting American culture and the English language. In IBEU's words, the English language is "A must. It used to be a plus, but now it's part of the daily curriculum to start your professional life since the cycle of communication in the world is English." English is critical for Brazilians to achieve economic goals. IBEU teachers reach roughly 15,000 students a year in 21 branches, who range in age from 3-80. The Rio branch alone reaches 2,000 students. There is also an exchange component to it as 6-8 American universities send students to IBUE over the summer to learn Portuguese. The center chooses textbooks that teach not just American English, but American history and culture. It also houses music and poster shows that highlight issues like the shared heritage between the U.S. and Brazil.

American Brazilian Association - Recife: The ABA Binational Center in Recife works to "prepare children and adults to understand, report and collaborate for a better world." The local EducationUSA Center uses it as a base to engage more than 15,000 students a year with just two advisors. ABA conducts most of its programming in English, of which American culture plays a big role. The English Access program hosted there has roughly 50 students at a time. There is also a maker space on site to encourage innovative thinking. The Consulate's move to a suburban NCC in 2018 will mean that the centrally located ABA will increasingly become an important platform for Consulate-sponsored activities.

ENGLISH LANGUAGE PROGRAMS: English-language instruction is eagerly sought after in Brazil mainly for the economic benefits that it brings. It also provides an entry point for Brazilians to deepen their relationship with the United States through educational and cultural programs. English is part of the public school core curriculum, but students receive 50 minutes a week of instruction in large classes. As a result, English teaching has become an industry itself. Brazilians are willing to pay for English language courses. The U.S. embassy, mostly through the binational centers, run the English Access Microscholarship program and public school teacher development program in order to train teachers in better English-language instruction. The resources from the Regional English Language Officer (RELO) also contribute significantly to these courses. Brazil also receives English Teaching Assistants via the Fulbright program. The Ministry of Education has also worked with the embassy to expand English language education for students; currently, 400 foreign language student teachers are being educated to teach English.

(Endnotes)

¹ Note: The management of Education USA in the southern corridor of the Western Hemisphere is based in Rio. They manage 400 centers in 170 counties. There are 47 offices in southern cone (Argentina – 5; Chile – 10; Uruguay – 2; Brazil – 29; Paraguay – 1)